

1. (Previously Amended) A putter head assembly, comprising:

a putter body having a toe end, a heel end and a face surface that extends from said heel end toward said toe end, wherein said face surface has a loft angle configuration that continuously varies from a positive loft angle to a negative loft angle as said face surface extends from said heel end toward said toe end;

a non-metallic insert disposed in at least a portion of said face surface, wherein said non-metallic insert conforms to the loft angle configuration of said face surface.

2. (Original) The assembly according to Claim 1, wherein said face surface has a mid-line that extends along the center of said face surface between said heel end and said toe end.

3. (Cancelled)

4. (Previously Amended) The assembly according to Claim 2, wherein said mid-line of said face surface follows a curve having a radius of curvature between 54 inches and 90 inches.

5. (Original) The assembly according to Claim 2, wherein said non-metallic insert has a varying thickness along said mid-line and varies as a function of position along said mid-line.

6. (Cancelled)

7. (Previously Amended) The assembly according to Claim 1, wherein said positive loft angle is ten degrees.

8. (Currently Amended) The assembly according to Claim 1, wherein said non-metallic insert has a front surface and an opposite rear surface wherein said front surface conforms to said loft angle configuration.

9. (Cancelled)

10. (Original) The assembly according to Claim 8, wherein said rear surface has a plurality of sections and each of said sections has its own radius of curvature.

11. (Previously Amended) A putter, comprising:

- a shaft having a first end and a second end;
- a handle grip coupled to said first end of said shaft;
- a putter head coupled to said second end of said shaft, said putter head including a face surface having a toe end and a heel end, said face surface being symmetrically disposed around an imaginary mid-line that extends from said toe end to said heel end, wherein said face has a loft angle configuration that continuously varies between said toe end and said heel end;
- a non-metallic insert disposed in at least a portion of said face surface, wherein said non-metallic insert conforms to the loft angle configuration of said face surface.

12. (Original) The putter according to Claim 11, wherein said mid-line follows a curve having a radius of curvature between 54 inches and 90 inches.

13. (Previously Amended) The putter according to Claim 11, wherein said non-metallic

insert has a front surface and an opposite rear surface, wherein said front surface conforms to said loft angle configuration.

14. (Cancelled)

15. (Previously Amended) The putter according to Claim 13, wherein said rear surface has a plurality of sections and each of said sections has its own radius of curvature.

16. (Original) The putter according to Claim 11, wherein said non-metallic insert has a thickness that varies along said mid-line as a function of position on said mid-line.

17. (Cancelled)

18. (Cancelled)

20. (Cancelled)

21. (Cancelled)

22. (Cancelled)